



What is claimed is:

1. A method comprising:
receiving a plurality of product identifiers, each corresponding to a
5 respective product selected for purchase by a customer;
generating a plurality of random outcomes, each random outcome
representing the possibility of ; and
determining which one of the selected products is won.
- 10 2. The method of claim 1, wherein the product identifiers are received by
scanning bar codes on the products.
3. The method of claim 1, further comprising presenting the random outcome
to the customer.
- 15 4. The method of claim 3, wherein the random outcome is displayed to the
customer.
5. The method of claim 4, wherein the random outcome is displayed in an
20 entertainment interface.
6. The method of claim 5, wherein the entertainment interface includes an
image of at least one of the products corresponding to the received product
identifiers.
- 25 7. The method of claim 1, further comprising:
receiving a customer identifier for identifying the customer.
8. The method of claim 7 wherein the customer identifier is received by
30 swiping a magnetic stripe card through a card reader.
9. The method of claim 1, further comprising:
displaying an image that represents at least one of the products that
correspond to the received product identifiers.

10. The method of claim 1, wherein the random outcome is generated by a server computer that communicates the random outcome to the POS terminal.
- 5 11. The method of claim 1, further comprising:
displaying an image that represents the corresponding product.
12. The method of claim 11, wherein the image is provided as an indicia on a virtual slot machine reel.
- 10 13. An apparatus comprising:
a processor; and 
a storage device,
in which the storage device stores a program which is operable to
15 direct the processor to perform the method of claim 1.
14. A computer readable medium that stores a program which is operable to direct the processor to perform the method of claim 1.
- 20 15. An apparatus comprising: 
means for receiving a plurality of product identifiers, each corresponding to a respective product selected for purchase by a customer;
means for generating a plurality of random outcomes, each random outcome representing the possibility of; and
25 means for determining which one of the selected products is won.